

FORM 1449*

INFORMATION DISCLOSURE STATEMENT

Docket Number:

60027.0287US01/BS01342

Application Number:

10/017,630

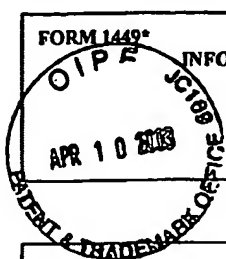
IN AN APPLICATION

(Use several sheets if necessary)

Applicant: Matz et al.

Filing Date: Dec. 14, 2001

Group Art Unit



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GROUP 3600

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | DOCUMENT NO. | DATE | NAME | CLASS | SUBCLASS | FILED IF APPROPRIATE |
|------------------|------------------|---------|------------------|-------|----------|----------------------|
| <i>JS</i> | 5,446,919 | 08/1995 | Wilkins | 455 | 6.2 | |
| <i>JS</i> | 5,661,516 | 08/1997 | Carles | 348 | 8 | |
| <i>JS</i> | 5,724,525 | 03/1998 | Beyers II et al. | 395 | 240 | |
| <i>JS</i> | 5,774,170 | 06/1998 | Hite et al. | 348 | 9 | |
| <i>JS</i> | US2002/0123928A1 | 09/2002 | Eldering et al. | 705 | 14 | |
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| | DOCUMENT NO. | DATE | COUNTRY | CLASS | SUBCLASS | TRANSLATION | |
|-----------|--------------|---------|---------|-------|----------|-------------|----|
| | | | | | | YES | NO |
| <i>JS</i> | EP1162840A2 | 12/2001 | Europe | | | | |
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

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EXAMINER

DATE CONSIDERED

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 2

Complete if Known

| | |
|------------------------|--------------------------|
| Application Number | 10/017,640 |
| Filing Date | December 14, 2001 |
| First Named Inventor | MATZ, William R., et al. |
| Group Art Unit | Unassigned |
| Examiner Name | Unassigned |
| Attorney Docket Number | 36968-265387 |

U.S. PATENT DOCUMENTS

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FOREIGN PATENT DOCUMENTS

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Signature**

Date Considered

2/12/03

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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

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Sheet 2 of 2

Complete if Known

| | |
|------------------------|--------------------------|
| Application Number | 10/017,640 |
| Filing Date | December 14, 2001 |
| First Named Inventor | MATZ, William R., et al. |
| Group Art Unit | Unassigned |
| Examiner Name | Unassigned |
| Attorney Docket Number | 36968-265387 |

NON PATENT LITERATURE DOCUMENTS

| Examiner Initials * | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
|---------------------|-----------------------|---|----------------|
| <i>[Signature]</i> | | *allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool,* allNetDevices, www.devices.internet.com/com_cgl/print/print.cgi?url=http://devices.../report_interactive.htm, (11/16/01) pp. 1-2. | |
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| <i>[Signature]</i> | | *power, flexibility, and control,* RespondTV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2. | |
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| <i>[Signature]</i> | | *The Wink System,* Wink System Diagram, www.wink.com/contents/tech_diagram.shtml, (11/16/01) p 1 of 1. | |
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| <i>[Signature]</i> | | *What is Wink: Examples,* What is Wink - Examples, www.wink.com/contents/examples.shtml, (11/16/01) pp. 1-2. | |
| <i>[Signature]</i> | | *Nielsen Media Research - Who We Are & What We Do,* www.nielsenmedia.com/whoweare.html, (10/11/01) pp. 1-4. | |

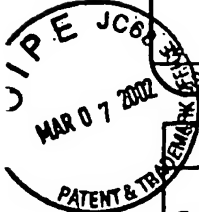
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SignatureDate
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| | | | |
|---|------------------------|--------------------------|-------------------|
| Substitute for form 1448A/PTO | | Complete if Known | |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary) | | Application Number | 10/017,840 |
| | | Filing Date | December 14, 2001 |
| | | First Named Inventor | William Matz |
| | | Group Art Unit | 3829 |
| | | Examiner Name | J. P. Ouellette |
| Sheet 1 of 1 | Attorney Docket Number | BLS01342 | |

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| U.S. PATENT DOCUMENTS | | | | | |
|-----------------------|-----------------------|----------------------|-----------------------------------|---|--|
| Examiner Initials * | Cite No. ¹ | U.S. Patent Document | | Name of Patentee or Applicant of Cited Document | Date of Publication of Cited Document MM-DD-YYYY |
| | | Number | Kind Code ² (if known) | | |
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| JO | | 2006/0075456 | | Gray | 4/2006 |

| OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS | | | |
|---|-----------------------|---|----------------|
| Examiner Initials * | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
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| Examiner Signature | /Jonathan Ouellette/ | Date Considered | 09/26/2006 |
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| Sheet | 1 | of | 1 |
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|------------------------|-------------------|
| Application Number | 10/017,640 |
| Filing Date | December 14, 2001 |
| First Named Inventor | William Matz |
| Group Art Unit | 3829 |
| Examiner Name | J. P. Ouellette |
| Attorney Docket Number | BS01342 |

U.S. PATENT DOCUMENTS

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**Examiner
Signature**

Date Considered

9/26/06

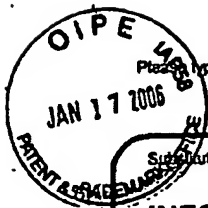
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PAGE 7/7 * RCVD AT 3/29/2008 2:32:45 PM (Eastern Standard Time) * SVR:USPTO-EFXRF-5/5 * DNR:2738300 * CSD:757 253 5729 * DURATION (mm-ss):03-52



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Supplement to form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet 1 of 1

Complete If Known

| | |
|------------------------|-------------------|
| Application Number | 10/D17,640 |
| Filing Date | December 14, 2001 |
| First Named Inventor | William Matz |
| Group Art Unit | 3629 |
| Examiner Name | J. P. Ouellette |
| Attorney Docket Number | BS01342 |

U.S. PATENT DOCUMENTS

| Examiner Initials * | Cite No. ¹ | U.S. Patent Document | | Name of Patentee or Applicant of Cited Document | Date of Publication of Cited Document MM-DD-YYYY | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
|------------------------|--------------------------|----------------------|--------------------------------------|--|--|---|
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OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS

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| | | Charu C. Aggarwal, Joel L. Wolf, and Philip S. Yu, "A Framework for the Optimizing of WWW Advertising," IBM T. J. Watson Research Center, Yorktown Heights, New York | |
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/Jonathan Ouellette/

Date

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